

**BAFO Cost Proposal  
Request for Proposal Number 6028 Z1**

**Bidder Name: SWANSON RUSSELL**

Due to the dynamic nature of this RFP and the resulting contract, the percentage of time spent on the items delineated in Section IV.E. Scope of Work, will be fluid, with greater emphasis being put on certain areas at different times. This is considered a normal part of the services being contracted and shall be included in the proposed fixed prices.

Provide a fixed cost-per-hour rate for each of the six (6) requirements as indicated. Hourly Rates must not be expressed as a range. For evaluation purposes, the hourly rates will be averaged. All prices, costs, and terms and conditions submitted in the proposal shall remain fixed and valid commencing on the opening date of the proposal until the contract terminates or expires.

A completed Cost Proposal must be submitted with the proposal response.

Requirements	Fixed Hourly Rates				
	Initial Period Year One	Optional Renewal One	Optional Renewal Two	Optional Renewal Three	Optional Renewal Four
CornsTalk Newsletter	\$ 135	\$ 138	\$ 140	\$ 143.50	\$ 147
Media Planning and Placement	\$ 135	\$ 138	\$ 140	\$ 143.50	\$ 147
Creative Development, Design and Production Services	\$ 135	\$ 138	\$ 140	\$ 143.50	\$ 147
Website Updates, Management and Maintenance	\$ 135	\$ 138	\$ 140	\$ 143.50	\$ 147
Video Production	\$ 135	\$ 138	\$ 140	\$ 143.50	\$ 147
Project Planning and Management	\$ 135	\$ 138	\$ 140	\$ 143.50	\$ 147

Please note the Commission Rate for Media Planning and Placement has been removed. Also, do not split out the requirements. Do not provide average multiple hourly rates within a Requirement. Provide one fixed hourly rate for each Requirement.

ORIGINAL

swanson • russell

1202 P Street Lincoln, NE 68508-1425

TEL 402-437-6400 [www.swansonrussell.com](http://www.swansonrussell.com)

May 2, 2019

Thank you for the opportunity to submit our Best and Final Offer for RFP Number 6028 Z1, Advertising Services. Included you'll find our new cost proposal with revised fixed hourly rates (minus commission rates).

We're proud to offer clients the highest quality work at a fair price. As a potential local partner, we discounted our standard rates within the initial cost proposal. Looking at this partnership as a long-term investment, we have further decreased our rates to \$135 per hour with a modest increase each year.

In addition to these revised rates, we would like to offer the Nebraska Corn Board two additional cost saving measures — additional value that isn't reflected in the form provided.

- 1. An Investment in Partnership** – Before we can bring true value to your organization, we must first understand your challenges thoroughly. As a sign of our willingness to invest in such a respected hometown organization, we would like to offer the Nebraska Corn Board a bank of 100 hours of service — unbilled time we'll spend gaining deeper knowledge about your organization.
- 2. A Local Advantage** – Agencies typically charge clients for the mileage, lodging and technology required to host meetings. For our local meetings with the Nebraska Corn Board, these incremental charges will never be incurred. We believe there's no substitute for face-to-face meetings. We're always happy to host, or we can travel to your office within minutes.

We remain eager to work with the Nebraska Corn Board — an organization that plays such a critical role in our state's economy, serving in an industry that we know and love.

Sincerely,



Brent Schott  
EVP / Managing Director